

# Advanced Business Web Page Design

**Levels:** Grades 10-12  
**Units of Credit:** 0.50  
**CIP Code:** 52-0264  
**Core Code:** 32-02-00-00-290  
**Prerequisite:** Business Web Page Design  
**Skill Test:** #256

## COURSE DESCRIPTION

This course builds upon the skills in Business Web Page Design and provides advanced skill development in the electronic procedures of producing, editing, publishing, and maintaining documents on the Internet. Web publishing software and HTML are used to develop the competencies of creating, formatting, illustrating, designing, editing/revising, and publishing documents on the World Wide Web. Proofreading, document composition, and communication competencies are included.

## CORE STANDARDS, OBJECTIVES, AND INDICATORS

### STANDARD 1

**The student will use commercial Web design software (for example: Adobe Dreamweaver, Microsoft Expression) to create dynamic and interactive Web sites.**

**Objective 1:** Review basic skills learned in Business Web Page Design.

**Objective 2:** Use the following software features: templates, CSS, rollover images, forms, layers, div tags, frames (regular and i-frames), and tables.

**Objective 3:** Include music, sound, and/or video in a document.

**Objective 4:** Create an image map with hotspots.

**Objective 5:** Use meta tags to improve Search Engine Optimization (SEO).

**Objective 6:** Create a variety of links (hypertext, anchor tag/jump link/target link, e-mail links).

**Objective 7:** Check for and use the HTML5 (or latest version) extension for your software.

### STANDARD 2

**The student will use commercial image editing software (for example: Fireworks, Photoshop) to create graphics/web page.**

**Objective 1:** Create, edit, and enhance images. Review image file extensions.

**Objective 2:** Create a navigation bar incorporating a drop-down or fly-out menu.

**Objective 3:** Create a web page layout with image editing software.

**Objective 4:** Use the following software features: masking, animation, transparent background, twist and fade, filters, slicing, etc.

### STANDARD 3

**The student will post a website to the Internet if allowed by district policy. If not, the student**

**will understand the steps required to post a website.**

**Objective 1:** Create a Web page portfolio of projects completed in class.

**Objective 2:** Use proper naming conventions and file structure, by understanding file types and file name extensions.

**Objective 3:** Understand the use of FTP for downloading or uploading documents.

**Objective 4:** Understand the process of registering and/or changing a domain for the Internet (register.com or godaddy.com).

**Objective 5:** Understand the process of registering a Web site with a search engine.

**Objective 6:** Explain the purpose of setting up a server to keep and analyze log files of user access and traffic (CGI files).

**Objective 7:** Test and validate a web site in different window sizes, browsers and electronic devices such as a mobile phones and tablet PC's.

#### **STANDARD 4**

**The student will collaborate in a project management team to create, post and present a website.**

**Objective 1:** Students will work together to design and complete a multi-page website.

**Objective 2:** Each team will storyboard its web design project and get approval from the project manager prior to beginning the project.

**Objective 3:** Students will maintain a collaborative location to share files and website resources.

**Objective 4:** Students will cite all the resources used in their website.

**Objective 5:** Students will present their project to the class. Presentation should include target audience, design phase elements, resources and software used.

#### **STANDARD 5**

**The student will use commercial animation software (for example: Flash, Alice, Anim8, Ulead) to create graphics/web page.**

**Objective 1:** Draw, color, and edit objects.

**Objective 2:** Use layers.

**Objective 3:** Understand the difference between vector and bitmap graphics.

**Objective 4:** Understand the importance and use of a timeline and/or storyboard.

**Objective 5:** Understand animation concepts: tweening and/or morphing, motion paths, behaviors and/or actions, library, import graphics.

**Objective 6:** Insert animation into a web page.